

PACKAGE PROGRAMS

CRC

ON COLLEGE RADIO

SALES NEWSLETTER
October 15th, 1954

COLLEGE RADIO CORPORATION

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CAREER HOUR PROGRAMS BEGUN ON 40 STATIONS The 1954-5 "Career Hour" program series has begun on 40 college radio stations this month. Advertisers signed to date include North American Aviation, American Airlines, Chance-Vought Aircraft, Burroughs Corporation, and Anglo California Bank, with Worthington Corporation and Dun and Bradstreet expected to follow shortly. Each participating advertiser's campaign will extend through the full 26 weeks of the college broadcast year.

Stations carrying the "Career Hour" programs are:

WABP	University of Alabama	WOBC	Oberlin College
WAMU	American University	KVRO	Oklahoma A & M College
KASC	Arizona State College	WRPI	Rensselaer Polytechnic Inst.
KYBS	Baylor University	WRSU	Rutgers University
WBMC	Bryn Mawr College	KBIL	St. Louis University
WKCR	Columbia University	WRIU	University of Rhode Island
WRCT	Carnegie Inst. of Tech.	WRUR	University of Rochester
WNTC	Clarkson College	KAGY	South Dakota State College
WHUS	University of Connecticut	KSMU	Southern Methodist University
KVDU	University of Denver	KZSU	Stanford University
WDBS	Duke University	WSRN	Swarthmore College
WJHU	Johns Hopkins University	KTCU	Texas Christian University
KUOI	University of Idaho	KTTC	Texas Technological College
WPGU	University of Illinois	WRUC	Union College
WORO	University of Maine	WVU	Vanderbilt University
WMUC	University of Maryland	WVIL	Villanova College
WTRS	Mass. Inst. of Tech.	WRUV	University of Vermont
WCBN	University of Michigan	WUVT	Virginia Polytechnic Inst.
WRMU	Miami University	KUGR	Washington State College
WVWP	North Carolina State College	WETN	Wheaton College

NEW YORK DEMOCRATIC STATE COMMITTEE campaign has been extended to include 15-minute weekly programs as well as daily spot announcements on New York State stations. Stations in Pennsylvania have been carrying programs since September 30th and daily spot announcements in addition since October 5th. Participating stations in New York State are: WABS, Adelphi College; WNTC, Clarkson College; WRCU, Colgate University; WKCR, Columbia University; WEOS, Hobart and William Smith Colleges; WGCV, New York State Teachers College; WNYU, New York University; WRPI, Rensselaer Polytechnic Institute; WRUR, University of Rochester; WOFM, St. Bonaventure College; KSLU, St. Lawrence University; and WRUC, Union College. Participating stations in Pennsylvania are: WVBU, Bucknell University; WRCT, Carnegie Institute of Technology; WHRC, Haverford College; WJRH, Lafayette College; WLRN, Lehigh University; WSVC, St. Vincent College; WRTI, Temple University; and WVIL, Villanova College.

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WABC	University of Alabama	WORE	Opera College
WABU	American University	WVRO	Oklahoma A & M College
KASC	Arizona State College	WRPI	Rensselaer Polytechnic Inst.
KYBS	Baylor University	WRNU	Rutgers University
WABC	Bryn Mawr College	WELL	St. Louis University
WBCR	Columbia University	WRIU	University of Rhode Island
WECT	Carnegie Inst. of Tech.	WRUR	University of Rochester
WUTC	Clarkson College	KAGY	South Dakota State College
WVUS	University of Connecticut	KSMU	Southern Methodist University
KVDU	University of Denver	KISU	Stanford University
WDSB	Duke University	WERN	Swarthmore College
WJHU	Johns Hopkins University	KTCU	Texas Christian University
KUCI	University of Idaho	KTTC	Texas Technological College
WPGU	University of Illinois	WNUC	Union College
WORO	University of Maine	WVU	Vanderbilt University
WNUC	University of Maryland	WVLL	Villanova College
WTHS	Mass. Inst. of Tech.	WRUV	University of Vermont
WCON	University of Michigan	WVLT	Vincennes Polytechnic Inst.
WRMU	Miami University	KUCR	Washington State College
WWVP	North Carolina State College	WVLTN	Whitman College

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